### **Scheme of Work**

**COURSE:** ABE Level 5 International Business Economics and Markets

| **Element, Learning Outcome & assessment criteria** | **Session title** | **Topics covered** | **Approx.**  **Duration** | **Session Plan** | **Resource** | **Formative Activity** |
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| Element 1  LO 1  1.1 | **Why organisations engage in international trade** | Theories of international trade  Contemporary approaches  Government support for clusters | 8 HOURS | 5UIBE Session Plan E1 – Session 1 | 5UIBE Tutor Presentation E1 | 5UIBE E1 LO1 Activity 1- Theories of International Trade  5UIBE E1 LO1 Activity 2 - Clusters |
| Element 1  LO1  1.2 | **Arguments for and against free trade** | Benefits of free trade  Problems blamed on free trade  How nations can control trade  Why nations might want to control trade | 6 HOURS | 5UIBE Session Plan E1 – Session 2 | 5UIBE Tutor Presentation E1 | 5UIBE E1 LO1 Activity 3 – Free Trade  5UIBE E1 LO1 Activity 4 – Trade rules and regulations  5UIBE E1 LO1 Activity 5 - Globalisation |
| Element 1  LO1  1.3 | **The impacts of globalisation** | What is Globalisation  Key drivers of Globalisation  Globalisation of markets | 6 HOURS | 5UIBE Session Plan E1 – Session 3 | 5UIBE Tutor Presentation E1 | 5UIBE E1 LO1 Activity 6- The impact of globalisation |
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| Element 2  International markets  LO2  2.1 | **How markets are selected** | Reasons to do business in a foreign country  Growth markets  Researching markets | 4-5 HOURS | 5UIBE Session Plan E2 – Session 1 | 5UIBE Tutor Presentation E2 | 5UIBE E2 LO2 Activity 1 – Country Selection |
| Element 2  LO2  2.2 | **Assessing the main market entry methods** | Direct export  Agents and distributors  Licensing/Franchising  Contract manufacturing  Joint ventures and Strategic Alliances  Foreign Direct Investment | 5 HOURS | 5UIBE Session Plan E2 – Session 2 | 5UIBE Tutor Presentation E2 | 5UIBE E2 LO2 Activity 2 – Market Entry  5UIBE E2 LO2 Activity 3 – Market Entry Method |
| Element 2  LO3  2.3 | **Conducting a structured analysis of a market** | PESTEL analysis  Porter’s Five Forces  SWOT analysis | 5 HOURS | 5UIBE Session Plan E2 – Session 3 | 5UIBE Tutor Presentation E2 | 5UIBE E2 LO2 Activity 4 – PESTEL Analysis  5UIBE E2 LO2 Activity 5 – SWOT Analysis |
| Element 2  LO3  2.4 | **Marketing mix strategies for different contexts** | The Marketing Mix  Developing a marketing strategy for foreign markets | 4-5 HOURS | 5UIBE Session Plan E2 – Session 4 | 5UIBE Tutor Presentation E2 | 5UIBE E2 LO2 Activity 6 – Marketing Mix |

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| Element 3  LO3  3.1 | **Different types of economic cooperation and preferential trade arrangements** | Major trade blocks of the world Trade discrimination  Types of trade blocks | 7 HOURS | 5UIBE Session Plan E3 – Session 1 | 5UIBE Tutor Presentation E3 | 5UIBE E3 LO3 Activity 1 – Trade Groupings  5UIBE E3 LO3 Activity 2 – Trade Negotiations |
| Element 3  LO3  3.2 | **Evaluate the purposes and operations of intergovernmental bodies** | World Trade Organisation  Organisation for Economic Co-Operation and Development  The G8 and G20  Organisation of Petroleum Exporting Countries  The World Economic Forum | 7 HOURS | 5UIBE Session Plan E3 – Session 2 | 5UIBE Tutor Presentation E3 | 5UIBE E3 LO3 Activity 3 – WTO and International Trade Law  5UIBE E3 LO3 Activity 4 – OECD Report |
| Element 3  LO3  3.3 | **The major trade blocks and regional groupings** | The Single European Market  North American Free Trade Area  Asia-Pacific Economic Cooperation Contemporary developments in a dynamic world | 6 HOURS | 5UIBE Session Plan E3 – Session 3 | 5UIBE Tutor Presentation E3 | 5UIBE E3 LO3 Activity 5 – Leaving a single market  5UIBE E3 LO3 Activity 6 – NAFTA Negotiations |

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| Element 4  International finance  LO4  4.1 | **Key international financial institutions in world trade** | World Bank  International Monetary Fund  European Central Bank | 3-4 HOURS | 5UIBE Session Plan E4 – Session 1 | 5UIBE Tutor Presentation E4 | 5UIBE E4 LO4 Activity 1 – World Bank |
| Element 4  LO4  4.2 | **The impact of foreign currency exchange and interest rates on international business** | Risk avoidance  Risk adaptation  Risk transfer  Diversification  Currency devaluation | 3-4 HOURS | 5UIBE Session Plan E4 – Session 2 | 5UIBE Tutor Presentation E4 | 5UIBE E4 LO4 Activity 2 – Currency Devaluation |
| Element 4  LO4  4.3 | **A country’s Balance of Payments and Balance of Trade** | Balance of Payments and Balance of Trade  Current account deficits | 3-4 HOURS | 5UIBE Session Plan E4 – Session 3 | 5UIBE Tutor Presentation E4 | 5UIBE E4 LO4 Activity 3 – Visible and Invisible Trade |